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Questions relating to information

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 68/86 B, provides highlights of recent communication campaigns of the Department of Public Information on issues such as sustainable development, the Millennium Development Goals, the question of Palestine, global action against racism, disarmament and the New Partnership for Africa's Development. The activities of the network of United Nations information centres, a key component of the Department's outreach in the field, are also reviewed. The report highlights the Department's traditional media-related products and services, the growth of social media, the progress made by its multimedia website and the activities of the United Nations News Centre. It also provides an update on the Department's outreach services, including the annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, activities related to the Holocaust and the United Nations Outreach Programme and relations with the creative community and non-governmental organizations. A summary of the Department's partnership with institutions of higher learning and research through the United Nations Academic Impact initiative is also highlighted. A separate section deals with the culture of evaluation.

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I. Introduction

1. In paragraph 88 of its resolution 68/86 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its thirty-sixth session and to the Assembly at its sixty-ninth session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee at its thirty-sixth session, held from 28 April to 9 May 2014 (A/AC.198/2014/2, A/AC.198/2014/3 and A/AC.198/2014/4). The deliberations of the Committee with regard to those reports are reflected in the report of the Committee on its thirty-sixth session (A/69/21).

2. The present report updates the information provided to the Committee on Information at its thirty-sixth session, and describes activities undertaken by the Department from March to September 2014 through its three subprogrammes: strategic communications services; news services; and outreach and knowledge services.

II. Strategic communications services

A. Social and development issues

3. The United Nations Communications Group task force, which is convened by the Department on a regular basis, continued to play a key role in coordinating, in an integrated and system-wide manner, messaging and outreach plans on the Millennium Development Goals, the post-2015 development agenda and climate change.

4. The Department played a key role in communications planning, message development and media and constituency outreach for the upcoming Climate Summit, to be held on 23 September 2014 to mobilize climate action and ambition as well as build support for a robust agreement at the twenty-first session of the Conference of the Parties to the United Nations Framework Convention on Climate Change in 2015.

5. Working with the Executive Office of the Secretary-General and through the United Nations Communications Group, the Department launched a campaign entitled, "Time for Global Action" as the umbrella for the different initiatives within the United Nations system over 2014 and 2015. The campaign seeks to engage the media, decision-makers, the general public and other key stakeholders and to highlight the Organization's leading role in building momentum towards key decisions over the next year, in particular those related to climate change and the post-2015 development agenda.

6. The launch of the *Millennium Development Goals Report 2014* by the Secretary-General at the high-level segment of the Economic and Social Council in New York on 7 July 2014 was complemented by more than a dozen regional and national launches organized by United Nations information centres, as well as by the United Nations Development Programme (UNDP) Nordic Representation Office. The Department issued press materials in the six official languages, coordinated

media outreach, events and interviews and, for social media, produced shareable infographics on each Goal together with special videos on the Millennium Development Goals as a whole.

7. To ensure timely and comprehensive media coverage, the Department led communications planning and organized a communications team for the upcoming third International Conference on Small Island Developing States, to be held in Samoa in September 2014. An information team from the Department has also provided support for the Internet Governance Forum, to be held in Istanbul, Turkey, in September 2014.

B. Special Information Programme on the Question of Palestine

8. As part of its Special Information Programme on the Question of Palestine, the Department held its annual International Media Seminar on Peace in the Middle East on 9 and 10 June 2014 in Tokyo, organized in cooperation with the Ministry of Foreign Affairs of Japan and hosted by the Tokyo-based Sophia University. The seminar, which was attended by media practitioners, policymakers and academics from Israel, the State of Palestine, Japan and beyond, focused on media-related dynamics related to the situation in the Middle East.

9. During the reporting period, the Department continued to promote various themes and messages developed in the context of the International Year of Solidarity with the Palestinian People (2014) using all communications channels including radio, television and photography, as well as online and social media platforms:

(a) The United Nations Information Centre in Ankara provided media services for an "International Meeting on the Question of Jerusalem", organized by the Department of Political Affairs and the Government of Turkey;

(b) The United Nations Regional Information Centre in Brussels supported the "Yalla Palestina" festival, jointly organized by the Association belgo-palestinienne and several non-governmental organizations, which was attended by 5,000 people;

(c) The United Nations Information Centre in Jakarta produces a monthly e-bulletin in Bahasa Indonesia, "Halo Palestina", based on material provided by the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA).

C. Global action against racism

10. On the occasion of the International Day for the Elimination of Racial Discrimination (21 March), the Department stepped up its social media campaign, tying the Day to the Department's multilingual website, "Let's Fight Racism!", and highlighting messages from the Secretary-General and the United Nations High Commissioner for Human Rights. In addition, the Department created a special image for use on its social media platforms in the context of the global effort to eradicate racism in sports.

D. Annual commemoration of the Rwanda genocide

11. On the occasion of the twentieth annual commemoration of the International Day of Reflection on the Genocide in Rwanda (7 April), the Department, in cooperation with the Permanent Mission of Rwanda, organized a series of events at United Nations Headquarters under the theme "Kwibuka: Remember, Unite, Renew", including the annual memorial ceremony, a panel discussion and a symposium. Two special exhibits were also on display to mark the occasion. In addition, the Department arranged and actively promoted a number of video interviews with United Nations officials and public figures on matters relating to genocide. Seventeen United Nations information centres organized 60 activities including candle-lighting ceremonies, exhibitions, and seminars. the United Nations Information Centre in Brazzaville briefed 1,500 high school students, while the Information Centre in Bujumbura organized a discussion and photo exhibition attended by 1,800 people. A former United Nations peacekeeper from Bangladesh who served in Rwanda was invited by the Information Centre in Dhaka to attend activities, including a poetry recitation and theatre presentation. The Information Centre in Jakarta marked the Day with a film screening and a panel discussion.

E. Nelson Mandela International Day

12. For the observance of the Nelson Mandela International Day (18 July), the Department worked closely with the Permanent Mission of South Africa and the Office of the President of the General Assembly in planning events at United Nations Headquarters, including an informal meeting of the General Assembly. In line with the "67 Minutes of Service (67 Minutes for Mandela)" campaign led by the Nelson Mandela Foundation, the Department also offered United Nations staff and the delegations of Member States in New York the opportunity to participate in a street-tree-care workshop organized in cooperation with the MillionTreesNYC citywide initiative. The Secretary-General, the President of the General Assembly and the Permanent Representative of South Africa to the United Nations participated in the event.

F. International Day of the World's Indigenous Peoples

13. On 8 August 2014, to mark the International Day of the World's Indigenous Peoples (9 August), the Department promoted and provided coverage of the annual event organized by the Permanent Forum on Indigenous Issues in cooperation with the NGO Committee on the International Decade of the World's Indigenous Peoples under the overall theme, "Bridging the gap: implementing the rights of indigenous peoples".

G. New Partnership for Africa's Development

14. The Department continued to raise global awareness of and support for the New Partnership for Africa's Development through its magazine, *Africa Renewal*, and the Africa Renewal Online website (in both English and French). Working in close collaboration with the Office of the Special Adviser on Africa, in April the

Department helped to organize the annual launch of the *Economic Report on Africa 2014* in New York, published by the Economic Commission for Africa. Following the launch, the Department interviewed the Special Adviser on Africa and the Executive Secretary of the Commission for the August edition issue of the magazine.

15. The April 2014 edition of the magazine carried stories on Africa's infrastructure, particularly on transport, energy and information and technology. The August edition featured stories on regional trade and Africa's trade relationship with its major economic partners.

16. In May 2014, the Department teamed up with the Food and Agriculture Organization of the United Nations (FAO), the New Partnership for Africa's Development (NEPAD) Agency and the Office of the Special Adviser on Africa to organize a panel discussion to mark Africa Day under the theme, "Transforming Africa's Agriculture for Shared Prosperity and Improved Livelihoods: Strengthening the African Union/United Nations Partnership for Tangible Impact". During the event, the Department distributed its special issue on agriculture to mark the African Union's declaration of 2014 as the Year of Agriculture and Food Security.

17. From March through June 2014, the Department successfully placed 20 articles, which were published 585 times in English and French in 160 media outlets in more than 30 countries, and also continued to increase its presence online to reach the growing African population with access to the Internet.

H. United Nations peacekeeping operations

18. From 5 to 9 May 2014, the Department, working closely with the Department of Peacekeeping Operations and the Department of Political Affairs, organized a communications workshop in Entebbe, Uganda, for chiefs of public information at peacekeeping operations. The workshop brought together about 30 senior public information officers from the majority of the peacekeeping missions for several days of panel discussions, training and specialized presentations on key strategic communications issues.

19. During the reporting period, the Department was closely involved in planning, recruitment and backstopping for the public information component of the United Nations Multidimensional Integrated Stabilization Mission in the Central African Republic (MINUSCA). Four staff members of the Department were temporarily seconded to the Mission for that purpose.

20. In June and July 2014, two staff members of the Department visited the peacekeeping missions in Haiti, Liberia and Côte d'Ivoire on field visits to support the public information components of the three missions. Representatives of the Department also conducted assessment visits to the United Nations Stabilization Mission in Haiti (MINUSTAH), the United Nations Mission in Liberia (UNMIL) and the United Nations Operation in Côte d'Ivoire (UNOCI) to support the work of the communications component of the missions.

21. The Department collaborated with the Department of Peacekeeping Operations and the Department of Field Support to mark the 2014 International Day of United Nations Peacekeepers, observed annually on 29 May. The theme was, "United Nations Peacekeeping: A Force for Peace, A Force for Change, A Force for the

Future". Events were held at United Nations Headquarters as well as at many United Nations information centres. A communications campaign on the Day highlighted efficiency, innovation, modernization, flexibility and partnerships. To honour Captain Mbaye Diagne, a Senegalese military officer who lost his life while serving in Rwanda, the United Nations Information Centre in Dakar held a special ceremony attended by his wife and children. The Information Centre in Nairobi, along with the Kenya National Defence Forces and the National Police and Prison Services, organized events at the United Nations Office at Nairobi for 400 guests. The Information Centre in Rio de Janeiro and MINUSTAH organized a Google hangout discussion, during which journalists engaged with two Brazilian peacekeepers based in Haiti.

I. Counter-terrorism

22. In the area of counter-terrorism, the Department provided communications support to the Counter-Terrorism Implementation Task Force for the fourth review of the United Nations Global Counter-Terrorism Strategy, creating and launching for the Task Force the Victims of Terrorism Support Portal (http://www.un.org/victimsofterrorism) in the six official languages.

J. Disarmament

23. To promote the activities of the United Nations in the field of disarmament, the Department collaborated with the Office of Disarmament Affairs and the Permanent Mission of Kazakhstan in preparation for the observance of the International Day against Nuclear Tests (29 August), including the informal meeting of the General Assembly, scheduled to be convened by the President of the sixty-ninth session of the General Assembly on 10 September. The Department also worked closely with the Office on the newly established International Day for the Total Elimination of Nuclear Weapons, including setting up its website in the six official languages.

K. Simultaneous online events and briefings held at United Nations information centres worldwide

24. The network of United Nations information centres continued to reach out to the public with key messages of the Organization through various communication tools.

25. To increase interaction among geographically dispersed offices, the Department launched a series of simultaneous online events and briefings at United Nations information centres worldwide. The initiative provided information centres and participating students, non-governmental organizations (NGOs) and media with an opportunity to discuss United Nations issues with peers. The Information Centres in Accra, Antananarivo, Asuncion, Brazzaville, Bujumbura, Dar es Salaam, Harare, Lagos, Lima, Mexico City, Nairobi, Ouagadougou and Tunis, the Information Service in Vienna and the United Nations offices in Yerevan and Minsk participated in the events and briefings. A series of online media sessions were also arranged to brief journalists on the upcoming 2014 Climate Summit. The first session was held with Brussels-based media.

26. In promoting action for the environment, United Nations information centres mobilized their efforts around World Environment Day and climate change. Many promoted "A wish for the planet", an international writing and drawing competition co-organized with the estate of Antoine de Saint-Exupéry and the International Organization of la Francophonie. The United Nations Information Centre in Ankara organized, with the European Union, a bicycle tour with the participation of 10,000 cyclists. The United Nations Information Centre in New Delhi joined NGO partners in a tree-planting drive in Srinagar, with the overall goal of planting a million trees within five years, and the United Nations Information Centre in Prague briefed the Senate on the Climate Summit.

27. For World Water Day, United Nations information centres organized a range of activities. The Information Centre in Dhaka, with the Department of Public Health and Engineering, among other partners, organized a national consultation on water with 200 participants, as well as a seminar and press conference. The Information Centre in Moscow, in coordination with the United Nations Development Programme (UNDP) held a discussion, involving 35 university students and United Nations experts, on the water situation worldwide, particularly in the Lake Baikal area. The Centre in Windhoek, in cooperation with the Namibia Water Corporation and Government ministries, organized drama performances and song competitions for students and an educational tour to water processing facilities. Water was the focus of newspaper supplement pages and was also brought to the attention of the public through a text-message campaign. The Information Centre in Beirut published articles on the weekly United Nations page of the daily newspaper, *Al Balad*, while the Information Centre in Tehran arranged interviews for the United Nations Resident Coordinator with several media outlets.

28. Many United Nations information centres organized events in commemoration of World Press Freedom Day (3 May). The United Nations Information Centre in Antananarivo, in cooperation with the World Wildlife Fund and the Ministry of Information, organized a debate on "The obstacles to the professionalism of current Malagasy journalists". With three major local television stations, the Information Centre in Beirut organized prime-time talk shows featuring United Nations officials and other participants. The Information Centre in Washington, D.C., with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and MINUSTAH, connected foreign and Haitian journalists by videoconference to discuss journalism in democratic societies.

29. The International Year of Family Farming was publicized by a number of information centres: acknowledging the vital role that family farming plays in eradicating hunger and providing food security, the United Nations Regional Information Centre in Brussels, in partnership with FAO and the European Union, screened the film "The Moo Man", followed by a question-and-answer session with one of the directors of the film, Andy Heathcote; the centre in Canberra launched the Year in rural Australia during the Cowra Festival of International Understanding, with the participation of farmers from the Cowra region; and the Information Centre in Windhoek collaborated with FAO on a live interview aired on "Good Morning Namibia".

III. News services

A. Social media

30. United Nations social media grew dramatically across multiple platforms in the last year, and the Department expanded the United Nations presence, tailoring its approach to regional and language audiences. For example, when the Secretary-General visited China in May 2014, a coordinated effort with UNDP on the Weibo website yielded remarkable interest in his visit. The posts on the United Nations Weibo site have been viewed 1.18 billion times and were reposted and cited by hundreds of traditional news media, including the Xinhua News Agency, China Central Television (CCTV) and *China Daily*. The United Nations Weibo site reached more than six million followers in June 2014. Weishi and Miaopai are two popular social video-sharing applications in China. The United Nations Weishi site was launched in May of 2014, and its Miaopai account was launched in June 2014. By end of July, uploaded videos to the Weishi site had prompted more than 7.45 million views, while uploaded videos to the Miaopai site recorded over 3.25 million views.

31. The expertise of the Department's language teams has been sought by other United Nations offices, funds and programmes to reach greater audiences on social media platforms, especially in all six official languages. These joint social media initiatives include World Radio Day organized by the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the *State of the World's Children* report, published by the United Nations Children's Fund (UNICEF). In the lead-up to the launch of the 2014 *Human Development Report*, the Department collaborated with UNDP to organize a series of live interviews using social media to generate interest in the principal issues covered by the report. The United Nations French-language Twitter account took part in a live call-in chat, in which more than 2 million viewers were reached; similar results were obtained through the Chinese- and Spanish-language chats.

32. The Department has redoubled its efforts to work collaboratively across social media accounts. The United Nations News Centre team routinely draws on the Twitter account of the Spokesperson of the Secretary-General and on information from the main United Nations account to supplement information being distributed to different audiences. During the reporting period, the Twitter and Facebook accounts of the English news portal grew by over 100 per cent, to almost 110,000 followers and 300,000 fans. A significant difference in approach was the effort being made to share visuals like infographics, photos and videos to filter and simplify information catering to the demands of the social media audience. The effectiveness of this approach is evident in the steady growth of the French-language Facebook and Twitter accounts; the former had 100,000 followers as of mid-April 2014, a three-fold increase over April 2013. In May 2014, the Arabic-language Facebook account reached a milestone of 100,000 followers, and it is expected to reach 140,000 followers by September.

33. The audience of the United Nations channel on YouTube (www.youtube.com/unitednations), which is maintained by the Department, has increased steadily, with the number of video views in all languages exceeding 10 million and the number of subscribers to the channel growing to more than 52,000. Partnerships with United Nations agencies worldwide yielded concrete returns, with about 380,000 videos viewed on the United Nations YouTube channel in French. The Spanish-language

YouTube account has attracted a loyal following, and is expected to have more than half a million views by September 2014. By redoubling efforts to engage younger audiences in the Arab world, the newly created YouTube account in Arabic has made a noticeable mark in profiling United Nations activities in the region.

B. Radio, television and the Internet

34. The growth of the audience accessing United Nations information online has grown from 154 million (2010-2012) to 280 million page views (2013-2014), illustrating the expansion of visitors to the United Nations website in all languages. One reason for the dramatic increase in page views in 2014 is the marked upswing in the use of the Russian-language websites from March onwards, while Spanish-language websites have also registered an increase, with some 6 million page views between March and the end of June. Meanwhile, visitors to the Russian-language United Nations News Centre portal alone have climbed significantly, with over half a million page views between March and June 2014.

35. Integrated editorial planning and coordination between the Department's news and media producers working across platforms led to a high number of interviews, news and features by the United Nations News Centre and United Nations Radio teams, with increased profiles on the United Nations website of senior officials speaking on issues such as Iraq, Ukraine, the Syrian Arab Republic and chemical weapons, the situation in the Central African Republic and South Sudan. More news teams have been invited to major conferences so that dedicated, multimedia reporting from the venues of such meetings, funded by the conference organizers, bring depth, diversity, prominence and immediacy to the issues. In April 2014, news teams from the Department attended and covered the World Urban Forum in Medellin, Colombia, and the United Nations Environment Assembly in Nairobi in June. News teams will also provide coverage of the third International Conference on Small Islands Developing States in Samoa in September 2014.

36. Intensive efforts have been made to establish partnerships with agencies to ensure sharing of video and photo content from major initiatives, flagship report launches, field missions and interviews with senior officials and to pursue collaboration in the creation of news pages. For example, the United Nations News Centre and United Nations Radio have worked together to create a landing page in English and French for news with stories, video, audio and photos around the events leading up to the review of the Beijing Declaration and Platform for Action (Beijing+20) which will take place at the fifty-ninth session of the Commission on the Status of Women in March 2015. By repurposing content and working with counterparts in the funds and programmes, the Department's news teams are able to draw attention to and create a multiplier effect, highlighting the compelling stories on peacekeeping and human rights, and on themes such as climate change and the post-2015 development agenda.

37. United Nations Radio has initiated creative partnerships to harness the power of joint collaborations. For example, the Chinese Unit has approached China National Radio to link up with their live prime-time news programme on issues of common interest, including statements of the Secretary-General and meetings of the Security Council. A similar collaboration has been explored with Radio Beijing and Radio Shanghai. Portuguese Radio has secured a partnership with the second largest

private Portuguese television station, TVI, with a weekly story on their live news programme; and collaboration with *The Huffington Post* and *Marie Claire* magazine in Brazil will lead to stories being carried regularly by both outlets.

38. A partnership with the call-to-listen platform AudioNow provides displaced and hard-to-reach ethnic audiences around the world with free access to United Nations Radio and other United Nations audio content by calling a domestic number from a mobile or land line. Operational as of 2014 in Brazil, South Africa, Switzerland, Ukraine and the United States, listeners can dial in to United Nations news, features and live coverage in eight languages.

39. The Department is in the process of creating a new look and content management system for the United Nations website and its supporting second-level pages, as well as for its meetings coverage and audiovisual websites. In a first step in improving its technological infrastructure, the Department, with the support of the Office of Information and Communications Technology has completed the necessary code improvements required to migrate key Department-managed websites to the latest web-server technology, including the Secretary-General's website, the media accreditation website and the United Nations system calendar of media events website.

40. In addition to creating and launching the Victims of Terrorism Support Portal in the six official languages for the Counter-Terrorism Implementation Task Force in the first half of June (see para. 22 above), the Web Services Section has revamped the United Nations and climate change and the 2014 Climate Summit sites, which are now mobile-responsive. In addition, the website for the Meetings Coverage Section has been redesigned (see www.un.org/press) and transferred to a new platform. A redesigned website for the Security Council sanctions committees will be launched later in 2014. For the sixty-ninth session of the General Assembly, the Department has prepared a site for the general debate in English and French and a new website for the use of the incoming President of the General Assembly. On the heels of last year's success in producing an online-only version of the press kit for the sixty-eighth session of the Assembly (http://www.un.org/en/ga/68), a pdf and scannable version for handheld mobile devices was produced in the six official languages.

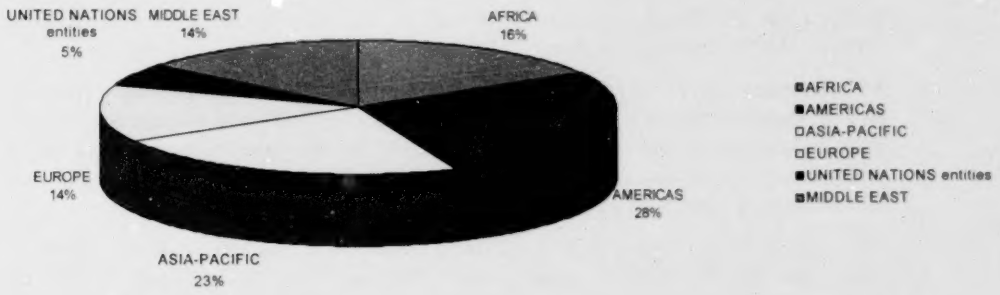
41. United Nations Television has also expanded its collaborative efforts by working with partners to produce video products on priority issues, including a series of eight stories highlighting the eight Millennium Development Goals. The monthly flagship programme, *21st Century*, is now being produced in language versions, with subtitles rather than being dubbed, in line with current media standards. Successful partnerships continue with TV5 Monde for the French-language version and with the China Business Network for the Chinese-language version, while partners are being sought for the other official languages. During this period, the Department has continued to produce *UN in Action*, a series of three to five minute features in the six official languages. A popular abridged series of two-minute video pieces entitled *UN Stories* are produced for the web in the six official languages. These stories are regularly used by media outlets, by the United Nations News Centre and United Nations Radio on their websites and are shared using the United Nations Facebook and Twitter accounts.

42. During the reporting period: United Nations Television producers released a number of stories on key issues on the Organization's agenda, including climate

change and the Millennium Development Goals, and are producing a series on the work of the special rapporteurs appointed by the Human Rights Council; a successful video release of the Secretary-General's message on World Autism Awareness Day garnered over 30,000 views; news-driven short videos for the home page of the United Nations were turned around quickly; and the United Nations News portal's weekly round-up video, News this week, continued to provide a concise, visual encapsulation of the range of the Organization's work for online audiences.

43. UNifeed, the flagship daily television newswire service, distributed 531 broadcast-quality stories to hundreds of television networks around the world through the Associated Press, Eurovision and Reuters from March to mid-June 2014. These stories reached approximately 200 broadcast users per month through the UNifeed website. Half of the news stories originated from United Nations Television in New York and Geneva, with the remaining half contributed by over 30 agencies, funds, programmes and peacekeeping missions.

Figure I
UNifeed clients by region
(Percentage)



44. Among the most popular stories were an exclusive from South Sudan on the meeting between the United Nations High Commissioner for Human Rights, the Special Adviser to the Secretary-General on the Prevention of Genocide, Adama Dieng, and opposition leader Riek Machar, and exclusive footage on the massacre in Bentiu, South Sudan, in April 2014, where hundreds of civilians were killed. The images made headline news around the world. Other examples of coverage during the reporting period included meetings of the United Nations Permanent Forum on Indigenous Issues and the seventh session of the Conference of States Parties to the Convention on the Rights of Persons with Disabilities.

45. The Department continued to improve and expand the ability of the Organization's live and on-demand webcast services to reach a global audience in all six official languages on multiple web platforms, including wireless mobile devices. The extended webcast coverage of Security Council meetings and other breaking news events has contributed to a dramatic increase in global viewership. Thousands of archived videos are now available on demand.

46. In addition, the Department facilitates coverage, through its website, of the meetings of the Human Rights Council and press briefings at the United Nations

Office at Geneva. The Department has also provided webcast coverage for major United Nations conferences, including the World Urban Forum, organized by the United Nations Human Settlements Programme (UN-Habitat) in Medellín, Colombia (April 2014) and the sixth Global Forum of the United Nations Alliance of Civilizations in Bali, Indonesia (August 2014), and it will provide coverage of the third International Conference on Small Island Developing States in Samoa (September 2014).

47. The United Nations Television cable channel continued to broadcast live events from the United Nations and pre-produced material 24 hours a day, seven days a week. The channel also aired programmes in various official languages of the Organization, some subtitled and others in original soundtracks.

C. Press and photography coverage

48. Between 1 March and the end of September 2014, the Meetings Coverage Section produced 2,284 press releases (8,382 pages) in English and French. About 25 per cent of that output (529 press releases) consisted of summaries of the meetings of the General Assembly, the Security Council and the Economic and Social Council, as well as of their subsidiary bodies and the substantive commissions. In addition, 1,459 press releases contained statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as material from other United Nations offices and departments.

49. Demand for photography services continued to grow during the reporting period. Between March and June, United Nations Photo covered close to 900 events at Headquarters, as well as the official travel of the Secretary-General. Thus far in 2014, close to 4,000 images have been published on the website, and an additional 17,000 images have been added to the United Nations Photo Library.

50. Social media streams continued to be popular with the public: United Nations Photo had over 8.6 million accumulated views on Flickr, over 73,000 "likes" on Facebook, and more than 45,000 followers on Twitter, and the new United Nations Instagram platform already has close to 58,000 followers.

51. Efforts to make digitized historic photographs available to the public continued. During the reporting period, more than 500 such images, retouched, with captions verified and edited, were published on the United Nations Photo website, including over 100 photos on the Group of 77 and China, in support of its fiftieth anniversary exhibition. The Photo Library handled over 3,300 requests from Member States, the media, publishers and the general public. Over 68,500 high-resolution photographs were distributed to clients through the Photo Library or made available on the website.

52. In September 2014, in cooperation with an NGO partner, a United Nations photo exhibition is planned in Cologne, Germany, at "Photokina 2014", the world's largest photographic and imaging fair. To mark the upcoming seventieth anniversary of the founding of the United Nations, there will be a travelling exhibition on the history and the work of the Organization on the theme "We the Peoples".

53. Between January and August 2014, the Media Accreditation and Liaison Unit processed over 1,000 permanent accreditations and over 1,800 temporary press accreditations in New York. It is expected that the Unit will process between 1,500

and 2,000 requests in the month of September. The Unit provided information and logistical assistance for more than 350 stakeouts and press briefings and assisted with the media coverage of more than 100 bilateral meetings with the Secretary-General. In addition, to alert members of the press and other key partners about events at Headquarters, the Unit, working with the Media Documents Centre, promoted events via e-mail and through the Department's Twitter account.

IV. Outreach and knowledge services

A. International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade

54. Working in close collaboration with the Caribbean Community and the African Union, the Department organized a series of activities to mark the annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade. The theme of the 2014 commemoration, "Victory over Slavery: Haiti and Beyond", paid tribute to the fight against slavery in nations around the world, marking, in particular, the 210 years since the establishment of Haiti as an independent State. The "Remember Slavery" programme now organizes activities throughout the year, which in 2014, included the following:

(a) A solemn commemorative meeting of the General Assembly featuring a keynote address by the UNESCO Special Envoy for Haiti, and a performance by Haitian artist Emeline Michel;

(b) A briefing for NGOs on the theme of the commemoration, webcast live, during which panellists discussed the various aspects of victories over slavery;

(c) A global student videoconference connected 500 students at Headquarters to students in Haiti, Spain and Senegal, with English-French interpretation;

(d) A multilingual film festival, featuring films related to slavery and its legacy, was organized in partnership with the African Burial Ground National Monument, the New York African Film Festival and the International Organization of la Francophonie. The festival concluded in September with a round-table discussion on the representation of slavery in film, scheduled to coincide with the twentieth anniversary of the UNESCO "Slave Route" project. Events took place at Headquarters and other New York venues sponsored by the Permanent Missions to the United Nations, as well as at a number of United Nations information centres;

(e) A concert with the Cameroonian UNESCO Artist for Peace Manu Dibango, organized in partnership with the International Organization of la Francophonie;

(f) An exhibition showcasing the Haitian revolution and the proposed Permanent Memorial at the United Nations in Honour of the Victims of Slavery and the Transatlantic Trade, in partnership with the Nantes Memorial to the Abolition of Slavery and the architect Rodney Leon.

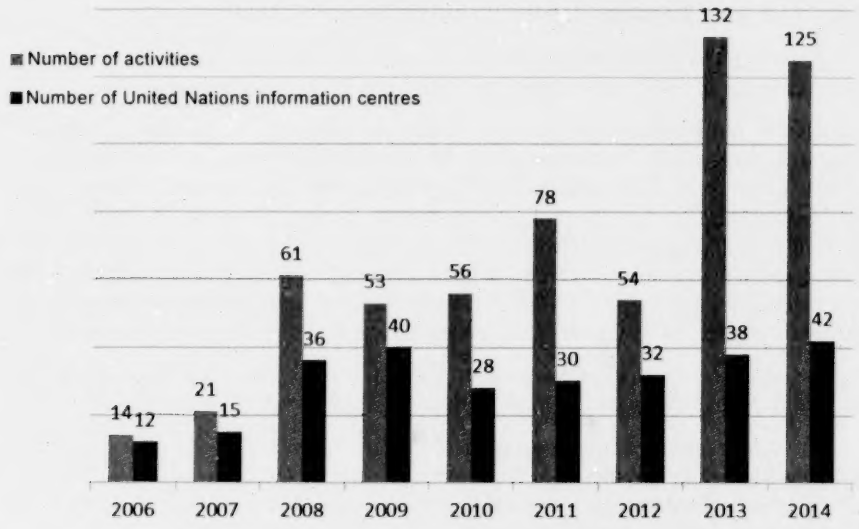
55. The theme of the 2014 commemoration was memorialized in campaign products available in the six official languages, as well as in Haitian Creole, Kiswahili and Portuguese.

56. A website in the six official languages, including the list of events that were webcast live, and a strong social media presence complemented the outreach activities. Commemorative events were also organized by 15 United Nations information centres.

B. The Holocaust and the United Nations Outreach Programme

57. On 28 April 2014, the Holocaust and the United Nations Outreach Programme, in partnership with the Permanent Mission of Israel and the World Jewish Congress, organized a panel discussion to examine ways to illustrate the universal lessons of the Holocaust through the medium of art. Teachers and students from 33 educational institutions were provided with online tools to help them explore the history of music and films published during the Holocaust, as well as contemporary ballets and novels on the subject. On 2 June 2014, in partnership with the Department's model United Nations programme and the Office on Genocide Prevention and the Responsibility to Protect, the Programme expanded its outreach to youth by organizing the first model United Nations simulation on the Holocaust and genocide prevention at the Bronx High School of Science. As part of an outreach initiative in Morocco, briefing programmes were conducted in French and English for high school students, including in partnership with a student group, the Mimouna Club.

Figure II
Number of Holocaust remembrance activities organized per year by the United Nations information centres



C. Youth and educational outreach

58. On 13 June 2014, in advance of the International Day of Peace (21 September), the Secretary-General gave a 100-day countdown message. The theme for the 2014

International Day, "The right of peoples to peace", recognizes the thirtieth anniversary by the General Assembly of the Declaration on the Rights of Peoples to Peace, and highlights the "Rights Up Front" initiative. The commemoration at Headquarters will include a ringing of the Peace Bell, followed by an observance involving students, the Secretary-General and United Nations Messengers of Peace. The Department is working with civil society partners around the world to help raise awareness of the Day through a number of concerts, including a website and campaign materials in the six official languages.

59. Support for model United Nations programmes continued, with workshops held for university students and student leaders. In June, the Department conducted workshops at the international model United Nations organized by the World Federation of United Nations Associations in Rome. In August, the Department partnered with UNDP China in a model United Nations conference in Beijing and conducted training sessions for student leaders and participants. Workshops are planned in Qatar and Japan before the end of 2014. Work on the translation of the official model United Nations preparation guide in the six official languages continued.

D. United Nations Academic Impact initiative

60. The United Nations Academic Impact initiative, in association with ELS Educational Services Inc., successfully concluded an international essay writing contest for college and university students on the role of multilingualism in a globalized world, with contestants invited to submit essays in one of the six official languages of the United Nations that is not the student's mother tongue and/or principal medium of instruction. On 27 June 2014, 60 winners, 10 in each language, participated in a multilingual Global Youth Forum on the principles of the initiative in the General Assembly Hall, marking the start of the seventieth anniversary celebration of the founding of the United Nations. Almost 4,000 people participated in some phase of the contest; participating students were from 128 countries representing every part of the world.

61. During the reporting period, the United Nations Academic Impact initiative hosted several of its regular outreach programmes, including "Classroom Conversations" (19 June, using the massive open online courses) in cooperation with the State University of New York; "Let's Skype It" (16 May, on employment opportunities at the United Nations) with the European School of Management and Technology; and one in a series of "CFR@UNAI" talks (16 July, on fracking) with the Council on Foreign Relations. During the same period, the initiative also launched a new website, now available in the six official languages (https://academicimpact.un.org).

E. Engagement with youth

62. The Envoy of the Secretary-General on Youth continued to increase outreach to youth and the promotion of youth participation within the United Nations system. Having built a strong working relationship with different United Nations agencies, governments, youth organizations, civil society, academia and media stakeholders, the Envoy has enhanced the position of young people within and outside the United

Nations system, while supporting the United Nations System-wide Action Plan on Youth. The Plan includes the formation of a global partnership for youth as part of the post-2015 development agenda (#GPY2015), a global crowdsourcing initiative and the launch of the "Global Call on Youth: Prioritizing Youth in the Post-2015 Development Agenda", reflecting an emerging global consensus on concrete proposals for target areas on youth development. The Envoy has also continued to promote youth priorities through traditional and new media outlets, in coordination with regional and national entities, to support the implementation of quality national youth policies and to host and attend numerous youth events around the world while advocating a strong youth agenda at all levels.

F. Sales and Marketing Section

63. During the reporting period, the Department published a total of 174 titles and acquired publications in the six official languages in both print and digital formats. The Department continued to promote United Nations publications using social media platforms: the number of followers of United Nations Publications on Twitter reached 95,000 and Facebook "likes" are over 25,000.

64. The United Nations Development Business online programme has engaged new regional partners in order to reach companies and businesses in areas that are currently underrepresented among its subscribers. It is also working with institutions supporting women-owned businesses interested in public procurement projects.

65. In preparation for the move into the renovated General Assembly Building, the United Nations Bookshop has been working to design a modern, consumer-friendly selling environment. A review and redesign of merchandise is ongoing, with the expectation of better quality products and increased revenue.

G. Publications and editorial

66. In its first issue of 2014, the *UN Chronicle* marked the fiftieth anniversary of the establishment of the Group of 77 and China. The dedicated edition was published in English and French in print, as an e-publication and online in May 2014. A Spanish translation has been made available on the magazine's website. Print copies were distributed at the commemorative summit on the fiftieth anniversary of the Group of 77 and China in June 2014. The information centres report that they place high value on print copies, and in a 2012 survey, 70 per cent of the centres responded that they most often read print copies of the *UN Chronicle*. Moreover, 71 per cent responded that the online version was either "easily accessible" or "accessible" at their location. The Sales and Marketing Section will continue to print the magazine for paid subscribers in English and French.

67. The Arabic version of *Basic Facts about the United Nations 2014*, to be published in September, is being made possible through a financial contribution from the United Arab Emirates. In June, the Department initiated a volunteer project with Shanghai International Studies University to translate the publication into Chinese by early 2015.

68. The 2009 edition of *Yearbook Express*, which contains the chapter introductions of the corresponding *Yearbook of the United Nations* in all six United

Nations official languages, was published in April on the *Yearbook's* new website (http://unyearbook.un.org).

69. In April, the Department released a free updated version of the iOS application "United Nations Calendar of Observances", with content in the six official languages and in Bahasa Indonesia. The additional language version was facilitated through collaboration between the United Nations Volunteers online volunteering service and by the United Nations information centre in Jakarta. Work on an Android application is under way.

H. Dag Hammarskjöld Library

70. Some Permanent Missions have reported that they face a challenging information environment, with limited resources and increased staff turnover. With this in mind, the Dag Hammarskjöld Library works to level the playing field by providing, through its "United Nations Member States on the Record" website (www.un.org/depts/dhl/unms), information on how Member States have spoken or voted. The Library has also undertaken a special project showcasing the history of Kenya at the United Nations on the anniversary of its independence and membership in the Organization. In addition, the Library supports the Permanent Missions through training and customized information and research support. High-quality information sources are made available online to the Permanent Missions, free of charge, through subscriptions to the Library. The Library's services have recently become faster and easier to use through the launch of a one-stop desk, which offers a first response within one hour. The Library has also piloted new self-service research guides on current topics.

71. While most United Nations documents since 1993 are available digitally, many millions of documents that remain in paper form are safeguarded by the Library. In partnership with the United Nations Library in Geneva, the Dag Hammarskjöld Library continued to digitize this information. The work is urgent, as some documents are beginning to disintegrate. A partnership with the Department for General Assembly and Conference Management, with the Department's contribution funded by Qatar, should accelerate digitization in the coming year. The Library is also developing a digital repository to preserve and make United Nations knowledge accessible in digital formats.

I. Relations with non-governmental organizations and advocacy

72. The sixty-fifth annual Department of Public Information/NGO Conference, entitled "2015 and Beyond: Our Action Agenda" will take place at Headquarters from 27 to 29 August 2014. Organized in partnership with civil society, the Conference will bring together a broad range of global civil society organizations, constituencies and campaigns in the lead-up to the Secretary-General's Climate Summit and the opening of the sixty-ninth session of the General Assembly. The landmark conference will provide the 1,800 representatives from NGOs from around the world with an important opportunity to inject their opinions into the discussion of an ambitious and successful post-2015 development agenda.

73. The regular briefings for the NGO community, available via webcast, has remained the chief conduit of regular engagement. A new call for proposals for

NGO-led sessions has resulted in eight NGO sessions being organized around priority areas for the Organization. During the reporting period, the United Nations Radio Language Units covered a number of briefings in various languages, including Arabic, English, French, Kiswahili, Portuguese and Spanish.

J. Outreach to the creative community

74. The Secretary-General's "Sustainable Energy for All" initiative was the inspiration for a partnership with the NBC television series "Revolution", which depicts a future world without power. An "end card", providing information on the initiative, appeared at the end of the series finale in May, which was seen by 6 million viewers in the United States. Throughout the second season, the Department collaborated on social media outreach on the issues raised in the show among its fan base.

75. In May 2014, the Department facilitated the filming, at the United Nations, of the SundanceTV reality series "Dream School". The series follows struggling teenagers and matches them with teachers and celebrity mentors with the aim of helping them to overcome various challenges. In the episode filmed in the Trusteeship Council Chamber, a professor from Columbia University led a discussion on key United Nations themes. The series will air in the third quarter of 2014 in the United States.

76. In June 2014, world-renowned violinist Midori performed a mini concert with a youth quartet, followed by an interactive discussion about her role as a United Nations Messenger of Peace at an event organized for staff at Headquarters. At the event, Midori announced that she would support the "Every woman, every child" initiative and the work of UN-Women to end violence against women and girls.

77. The Department has partnered with the ongoing "Free and Equal" campaign of the Office of the United Nations High Commissioner for Human Rights (OHCHR) and enlisted the support of Film Independent, a non-profit arts foundation, to launch the "Free and Equal" global film series, a collection of documentary films that explore the lives of lesbian, gay, bisexual, transgender and intersex people in different parts of the world. The series, which was launched at the Los Angeles Film Festival on 15 June, will be made available to United Nations information centres and other United Nations offices in support of the campaign.

K. Visitors' Services Section

78. At Headquarters, Visitors' Services organized guided tours, briefings and programmes for groups. Still located at a swing space location, and subject to stricter security measures, guided tours nevertheless attracted an estimated 82,000 visitors during the period under review. Tours were offered in the six official languages, as well as in German, Italian, Japanese, Korean, Portuguese and Swedish. The Section is developing the new tour route which will be introduced once tours return to the newly renovated General Assembly Building.

79. In the period under review, 372 briefings in English, Chinese, French, German, Japanese and Russian were arranged, reaching some 27,900 participants. The Public Inquiries Unit responded to 4,200 communications and distributed 200 educational kits.

80. The Visitor Centre launched its redesigned website (http://visit.un.org) in April. The site is currently available in Chinese, English, French, Russian and Spanish, with Arabic being developed. During the period under review, the website had about 215,000 visits and 740,000 page views. The Centre's Facebook page had some 10,000 followers.

81. Guided tours are offered at all four headquarters duty stations (Geneva, Nairobi, New York and Vienna). In Geneva, guided tours were offered in English and French as well as in 15 other languages, including official languages. Vienna offered guided tours in English, German, Hungarian, Slovak and Slovenian, as well as 10 other languages, including official languages. Nairobi offered guided tours in English, French and Kiswahili.

L. Reham Al-Farra Fellowship Programme

82. In 2014, the Reham Al-Farra Fellowship Programme, which is open to journalists and broadcasters from 33 countries, will take place in New York, from 8 September to 3 October. Fifteen young journalists, representing media organizations from Algeria, Burkina Faso, Chad, Colombia, Ethiopia, the Islamic Republic of Iran, Kyrgyzstan, Lebanon, Libya, Pakistan, the Republic of Moldova, Tunisia, Turkmenistan, Uganda and Viet Nam, have been invited to participate.

M. Knowledge solutions and design

83. The deleGATE website was migrated by the Office of Information and Communications Technology to a new platform, Drupal, a standard for websites at the United Nations. In keeping with this trend, iSeek, the United Nations Intranet, was also migrated in June. The new platform has increased the Department's ability to respond to the needs of content providers and users of both sites, including by allowing content providers to add graphics, photographs, video and audio to their pages, as well as allowing users to comment on stories published on the sites. iSeek published 649 stories, in both French and English, 318 (49 per cent) of which were global in nature.

84. The Graphic Design Unit continued to support Organization-wide print and electronic products for publications and for outreach campaigns by offering a complete creative service. During the reporting period, the team produced about 305 products, most of which were created in the six official languages. The Unit also produced branding graphics for the 2014 Climate Summit, the twentieth commemoration of the Rwanda genocide, 2014 transatlantic slave trade remembrance, the concert organized by the President of the General Assembly "2015 and Beyond", the sixty-fifth annual Department of Public Information/NGO Conference, children in armed conflict and the 2014 International Day of Peace, as well as the visual identity for the seventieth anniversary of the United Nations.

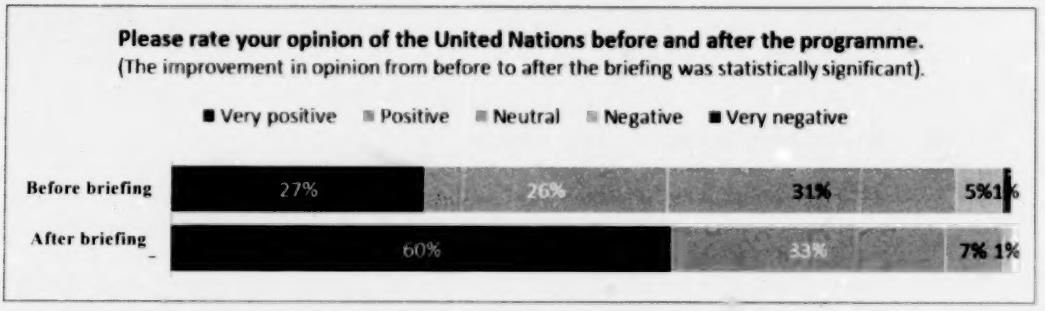
V. Strengthening the culture of evaluation

85. The Department maintains its commitment to a culture of evaluation, with the objective of enhancing the effectiveness of its products and activities. The Evaluation and Communications Research Unit conducts evaluations for the Department and provides technical support to programme managers in conducting their self-assessments. It also ensures the Department-wide alignment of websites, social media and other metrics for monitoring and reporting purposes. The Unit continues to support the social media taskforce, including through content, performance and risk management tools.

86. The Unit provided an analysis of briefings and outreach activities conducted by the network of United Nations information centres in 2013. Based on surveys conducted by the information centres, it was found that these programmes successfully raised awareness and support for the Organization: almost 90 per cent of participants stated that programmes provided by the information centres improved their understanding of the United Nations. In addition, the programmes had a significant impact on improving the participants' opinion of the Organization, as indicated in figure III below.

Figure III

Change in opinion of the United Nations among participants in briefings organized by the United Nations information centres



Source: 2013 surveys by United Nations information centres (3,536 responses from 48 information centres).

87. The Department, through the Evaluation and Communications Research Unit, provided technical assistance and guidance to the comprehensive review of Secretariat websites and their respective language(s), as requested in resolution 67/292, the most recent General Assembly resolution on multilingualism. The results of the inventory will be available in the third quarter of 2014.

88. The Department is undertaking a review of the United Nations Intranet (iSeek) for the purpose of utilizing user and non-user feedback in the redesign of the platform, which is scheduled for the end of 2014. In addition, the Unit is evaluating the communications products and activities for the post-2015 development agenda and the Summit on Climate Change in September 2014. The evaluations will include media monitoring and analysis of traditional media outlets, as well as analysis of online tools and social media, broadcast products and participants' feedback from the sixty-fifth Department of Public Information/NGO Conference. Results are expected in the fourth quarter of 2014.

VI. Conclusion

89. **As the present report was being prepared, the United Nations began the global commemoration of its seventieth anniversary year, with the theme "Strong United Nations, Better World". The strength of the Organization ultimately depends upon the energies invested in it by the peoples of the world, whom it serves. To that end, the Department of Public Information strives to reach people in a language that they understand, using words, images and ideas that tell the story of the United Nations that is often untold, while convening and engaging with as wide as possible a body of experience and knowledge in order to continually enrich and advance that story. As the sixty-ninth session of the General Assembly ushers in a year of global action, the Department will continue to pursue this core mission.**

90. **The General Assembly is requested to take note of the present report.**